Suggested marketing letter from Pavilion Row

**‘Introducing Wills to your clients’**

Modify as your wish

<Address Details>

<Date>

Dear <>:

**Ensuring you have an effective and up to date Will in place**

You may have read in the press recently about the importance of having a properly drafted and effective Will. This is especially important against the background of the change in the Law of Intestacy that came into effect on 1st October last year and affects those with no Will in place at death.

Death is traumatic for loved ones left behind but you can help to lessen their burden by ensuring you have easily accessible, well-kept personal and financial records in place. This can be a real benefit for those dealing with the settlement of your estate when you pass away.

**The key document they need is a copy of your Last Will and Testament.**

**If you have a Will in place already…**

Then you've taken the first step in properly planning for those left behind when you die. You should of course continue to ensure that your Will remains fully up to date with circumstances as they inevitably change.

Legal professionals indeed recommend that your Will should be updated at least every five years. In the light of this we have arranged a **Will review service** with a specialist firm with which we enjoy a close working relationship.

**If you don’t have a Will in place already…**

Then I can provide access to a specialist firm to help you put an effective will in place as soon as practically possible because: -

1. To die without a Will is to die intestate and that means that you don't choose how your estate is distributed – the Law of Intestacy dictates the outcome. You're denied the opportunity to decide who ultimately benefits from your estate. To die with a valid Will in place means on the other hand that you can choose who the beneficiaries will be.
2. A properly drafted Will is a prime tool in inheritance tax (IHT) planning. To die with a valid Will in place means you can choose to help minimise IHT’s impact on your estate.
3. If you have minor children then you can plan to protect them on your untimely death by selecting suitable guardians and setting this out in your Will -- you can choose the people you want to care for your children rather than leave this to chance.

We can offer the services of a specialist firm to explore your specific requirements initially over the phone, then we will arrange a meeting should you wish to proceed further.

Please contact me either on the telephone number above or e-mail me to arrange a discussion.

I look forward to hearing from you.

Yours sincerely,

<>

**Will writing involves the referral to a service that is separate and distinct to those offered by <YOUR BUSINESS NAME>. Wills are not regulated by the Financial Conduct Authority.**